



PO Box 16552, Main Street Station, Worcester, MA 01601 Tel (508) 791-7057 Fax (508) 791-4189

February 28, 1996.

Mr. Jose Fontanez
Philip Morris Co. Inc.
120 Park Avenue
New York, NY 10017

Dear Mr. Fontanez:

I am pleased to be given this opportunity to introduce to you, the role and function of the Bob Marley Commemorative Day Festival and the Bob Marley Soccer Committee. On behalf of these committees, I am writing to enlist the support of Philip Morris Co. Inc. as a sponsor. The goals for this year are: **To collect donated can foods for area Food Banks, assist with the Prince George Community College Scholarship Fund, create a scholarship fund for an area high school senior, and donate funds towards the improvement of Education Africa USA.**

The festival is scheduled for Sunday, May 26, 1996 and is organized by the Bob Marley Soccer Committee (BMSC). It will be held at the Robert F. Kennedy Stadium (RFK) from 12 Noon to 9.00 p.m.

Six years ago the festival was started to recognize Bob Marley for his music accomplishments and to serve as a mini-promotion for the Bob Marley Soccer Tournament. This tournament is scheduled to be held at the RFK Stadium on July 27-28, 1996. The tournament uses soccer as a means of bringing various peoples both nationally and internationally with the aim of not only providing a higher level of soccer, but also a chance to focus on Education. The tournament attracts players from Canada, Jamaica, Nigeria, Trinidad and Tobago, the United States and other parts of the world.

The day of the festival allows those attending to purchase arts and crafts, T-shirts, Bob Marley Memorabilia, a large variety of national foods and listen to performances by local and national reggae artists. For this year's festival attendees, each one will be asked to bring a can of food that will be donated to the area food banks. Last year's attendance was 15,000 and because we expect a significant increase in the size of this year's participants, RFK Stadium was chosen as the venue.

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The estimated budget for these events is \$42,250.00 with the break-down as follows:

Festival

Performers.....	\$10,000
Venue site.....	\$2,500
Security.....	\$2,500
Generator.....	\$1,500
T-shirts.....	\$4,500
Logistical..... (set-up:tents, santi-johns, etc.)	\$3,500
Total.....	\$24,500.00

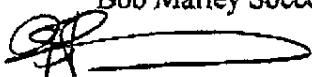
Tournament

Advertising.....	\$1,500
Magazine,Newspaper	
T-shirts.....	\$6,000
Use of field.....	\$2,500
Field marking.....	\$150
Nets.....	\$200
Balls.....	\$400
Trophies.....	\$3,000
Referee fees.....	\$2,000
Trip to Jamaica(2 MVPs).....	\$2,000
Total.....	\$17,750
Donations.....	All profits

Mr. Fontanez, we are enlisting Philip Morris's participation in these venture to enable us to successfully meet our committee's goals. Philip Morris, for their support, will be recognized in all press releases, promotional materials, and television and radio interviews/commercials.

I will call you on Thursday March 7, 1996 to follow up with this letter. If you have any questions, I can be reached at (508) 791-5509 or (508) 701-7057.

Sincerely,
for: Bob Marley Commemorative Day Festival
Bob Marley Soccer Committee



Gabriel St. Remy
Public Affairs

GSR: sls.
Enclosures

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